

Organization Name: Big Sky CVB**Approved Audits/Applications
Committee 12/17/08****Project Name:** FY09 Adventures in Travel Expo Consumer
Shows Attendance**Application Completed by:** Marne Hayes

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

In FY09, The Big Sky CVB will attend the Adventures in Travel Expo consumer shows in the cities of Los Angeles and New York. We have chosen to attend these two shows as they are two of our top five geo-targeted markets for Big Sky, representing high quality visitors for our recreation market, and Los Angeles is home to a new direct flight, with New York being considered for a direct flight in the 2009-2010 winter season.

The attendance at these shows allows for continued and expanded exposure of Big Sky and its recreational opportunities, including those associated with our proximity to Yellowstone Park, to the adventure traveler in our target demographics. The attendees at these shows provide an unparalleled buying audience, representing over \$180 billion in travel purchases with the highest disposable income levels and ideal active travel demographics, based on past show research.

More than 25,000 consumers, over 4500 travel and meeting industry professionals, and nearly 500 members of the press attended the inaugural event in New York City in January 2004. The show circuit now boasts a collection of over 125,000 consumers, and a sponsorship list that includes National Geographic Adventure, the Chicago Tribune, the New York Post, the L.A. Times, and Time Magazine.

ATE leads the industry with six events that are strategically located in the top travel buying capitals in the United States –California, Chicago, New York, Florida, Las Vegas, and Washington DC. The presence at a show that hosts so many of our direct competitors gives us the advantage of being on the same playing field.

Objectives

1. Increase overall visitation from key markets
2. Distribute vacation information and have direct contact with target markets and potential visitors
3. Drive consumers to the new website, in order to expose potential visitors to the possible daytrips and varied experiences in Big Sky
4. Contribute to the overall bed tax collections in Big Sky by increasing overnight stays

We will take advantage of the trade specific day at this show, exposing us to group tour operators and specialty niche-group vacation planners as well; our objective with this market is to increase summer vacation bookings.

Results may not be seen immediately, but we feel that the exposure alone is of great value to Big Sky as a resort destination, and we have adjusted our participation this year to meet the markets that we feel need more attention.

Identify the portions of your marketing plan that support this project.

Goals:

A number of goals outlined in our marketing plan will be addressed by attending consumer travel shows:

1. Increase warm season visitation by showcasing the range and variety of activities offered in and around Big Sky
2. Inform visitors about Big Sky's proximity to Yellowstone National Park, as it is the primary motivator for visits to Big Sky
3. Extend visitors' stays by offering a variety of daytrip options in and around the Big Sky Area
4. Build and maintain a consistent image of Big Sky as one of Montana's premiere destinations through hands on marketing efforts and at-show conversations

Does this project support the Strategic Plan? YES

If so, describe how.

- **Goal 1:**
Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high-value, low-impact visitors
-Action 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.
- **Goal 5:**
Support appropriate tourism business growth, including new tourism products and services, for target customer markets
-Action 5.1: Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes

Budget page must be attached for approval.

PROJECT BUDGET:

FY08 TRADE SHOW ATTENDANCE (budget given is for both shows)

PROJECT COSTS	TOURISM FUNDS	OTHER FUNDS	TOTAL
Booth Space, furniture	\$5,800		\$5,800
Materials/Shipping	\$1,000		\$1,000
Travel, Lodging, Meals	\$2,500		\$2,500
Project Total			\$9,300